

## Abstraction

Community needs for information had been developing very rapidly. The rapid development of information needs is causing people in need of information technology. In other words, nowadays more and more needs of the community to information technology-based systems, including the decision makers who need a high involvement, such as consumers to the mobile phone product. Every consumer has a demand for different phones, so that factors into consideration in any decision-making process are different for every consumer.

To support consumer decision-making process to be optimized, then made a decision support system in the assessment of mobile devices with AHP method. This system is built with PHP programming language and MySQL as database. System that runs web-Sever will help consumers make the decision making process using decision-analytic model that will generate alternative choices and the total value of mobile phones in accordance with the results of calculations performed by using AHP method. In the end, consumers can make the process of selecting the most appropriate device with the desired criteria.

This research could be developed by increasing consumer facility in the form of a visual display when the customer makes the decision-making hierarchy diagram. Also consumers should be given freedom in determining the criteria and sub criteria that consumer consideration in the decision making process.

**Keywords:** Decision Support System, and Analytical Hierarchy Process (AHP)